What is claimed is:

1.   A system for providing on-line advertising, comprising:

an advertising generation engine to present an interface guiding on-line advertising creation, comprising:

an advertisement interface to create an advertisement from at least one of user inputs and stored data and comprising information describing at least one item; and

an advertising creative interface to generate an advertising creative in association with the advertisement and including a hyperlink reference to the advertisement; and

an advertising engine to host the advertisement on-line as a Web page and to place the advertising creative on one or more targeted Web pages.

2.   A system according to Claim 1, further comprising:

an indexer to identify one or more advertisements relevant to a query, wherein the identified advertisements describe characteristics relevant to at least one item;

a scorer to score the advertisements based on match between the query and the characteristics of the identified advertisements; and

a targeting component to provide the advertising creative associated with at least one such advertisement as Web-based content.

3.   A system according to Claim 2, wherein a numerical score is assigned to the identified advertisements based on a degree of the match, and at least some of the identified advertisements are ranked by the numerical score.

4.   A system according to Claim 2, wherein at least some of the advertisements are provided as the Web-based content in response to selection of the hyperlink reference of the associated advertising creative.

5.   A system according to Claim 2, wherein the advertising creative is targeted by associating one or more query terms with the item description.

1   6.   A system according to Claim 1, wherein at least part of the

2   information is included in the advertising creative.

1   7.   A system according to Claim 1, further comprising:

2   an advertising creative generator to automatically generate the advertising

3   creative from the information.

1   8.   A system according to Claim 1, further comprising:

2   an advertising budget interface to determine an advertising budget

3   specifying compensation associated with the advertising creative.

1   9.   A system according to Claim 8, wherein the advertising budget

2   includes a budgeted compensation amount per unit of time.

1   10.   A system according to Claim 8, wherein compensation is collected

2   for on-line publication of the advertising creative in accordance with the

3   advertising budget.

1   11.   A system according to Claim 8, wherein the advertising budget is

2   based on at least one of per impression of the formatted advertisement, per click

3   of the formatted advertisement and by a conversion of the at least one item.

1   12.   A system according to Claim 1, wherein the item description

2   comprises at least one of text, an image, price, contact information, and payment

3   information.

1   13.   A system according to Claim 1, wherein the stored data comprises

2   at least one of persistently-stored data and a hyperlinked Web page.

1   14.   A method for providing on-line advertising, comprising:

2   presenting an interface guiding on-line advertising creation, comprising:

3   creating an advertisement from at least one of user inputs and

4   stored data and comprising information describing at least one item; and

5   generating an advertising creative in association with the

6   advertisement and including a hyperlink reference to the advertisement; and

7   hosting the advertisement on-line as a Web page and placing the

8   advertising creative on one or more targeted Web pages.

1   15.   A method according to Claim 14, further comprising:

2   identifying one or more advertisements relevant to a query, wherein the

3   identified advertisements describe characteristics relevant to at least one item;

4   scoring the advertisements based on match between the query and the

5   characteristics of the identified advertisements; and

6   providing the advertising creative associated with at least one such

7   advertisement as Web-based content.

1   16.   A method according to Claim 15, further comprising:

2   assigning a numerical score to the identified advertisements based on a

3   degree of the match; and

4   ranking at least some of the identified advertisements by the numerical

5   score.

1   17.   A method according to Claim 15, further comprising:

2   providing at least some of the advertisements as the Web-based content in

3   response to selection of the hyperlink reference of the associated advertising

4   creative.

1   18.   A method according to Claim 15, further comprising:

2   targeting the advertising creative by associating one or more query terms

3   with the item description.

1   19.   A method according to Claim 14, further comprising:

2   including at least part of the information in the advertising creative.

1   20.   A method according to Claim 14, further comprising:

2   automatically generating the advertising creative from the information.

1   21.   A method according to Claim 14, further comprising:

2   determining an advertising budget specifying compensation associated

3   with the advertising creative.

1   22.   A method according to Claim 21, wherein the advertising budget

2   includes a budgeted compensation amount per unit of time.

1   23.   A method according to Claim 21, further comprising:

2   collecting compensation for on-line publication of the advertising creative

3   in accordance with the advertising budget.

1   24.   A method according to Claim 21, wherein the advertising budget is

2   based on at least one of per impression of the formatted advertisement, per click

3   of the formatted advertisement and by a conversion of the at least one item.

1   25.   A method according to Claim 14, wherein the item description

2   comprises at least one of text, an image, price, contact information, and payment

3   information.

1   26.   A method according to Claim 14, wherein the stored data

2   comprises at least one of persistently-stored data and a hyperlinked Web page.

1   27.   A computer-readable storage medium holding code for performing

2   the method according to Claim 14.

1   28.   An apparatus for providing on-line advertising, comprising:

2   means for presenting an interface guiding on-line advertising creation,

3   comprising:

4   means for creating an advertisement from at least one of user

5   inputs and stored data and comprising information describing at least one item;

6   and

7   means for generating an advertising creative in association with the

8   advertisement and means for including a hyperlink reference to the advertisement;

9   and

10   means for hosting the advertisement on-line as a Web page and

11   means for placing the advertising creative on one or more targeted Web pages.